

REMARKS

A needed change is made herewith in the specification.

Reconsideration is respectfully requested, for the rejection of the claims as anticipated by or unpatentable over GARCIA.

GARCIA is not a business card. GARCIA is a soap dispenser, one of whose elements is a folded paper that encompasses a leaf of soap. There is no way that it could possibly be said that GARCIA would suggest the structure of a business card.

Moreover, the only time the public sees the contents of GARCIA is when the paper-wrapped leaf of soap is withdrawn from the dispenser. This could in no way be considered in the mind of the user, to be the environment for presentation of a business card.

Therefore, all the claims are patentably vitalized by the fact that there is no proper rejection for a claim drawn to a business card, on the basis of GARCIA.

But there are other structural differences which further patentably vitalize the present invention.

One of those further structural differences is that the business card of the present invention, as shown in the drawing, contains a plurality of leaves of soap. GARCIA would not do this, because GARCIA aims only to dispense a single leaf of soap for a single use. If GARCIA dispensed plural leaves of soap in

each wrapper, what would the user do with those in addition to the first? How would they be stored? How would the user keep them? So GARCIA, by its very nature, is limited to a single leaf of soap.

On the other hand, because the business card of the present invention is for an entirely different purpose than GARCIA, it is advantageous to provide plural leaves of soap, as shown in our drawing, so that the business card will be repeatedly consulted by the recipient. Thus, an ordinary business card is perhaps consulted once by the recipient and then either thrown away or stored in some place from which it is never again consulted. But with the present invention, the business card is consulted, not only the first time presented, but also each subsequent time the recipient desires a leaf of soap. If there are, say, four leaves of soap in the card, as shown in our drawing, then the business card would be consulted five times, which imparts remarkable effectiveness to the business card.

In other words, in the environment of a business card, the provision of plural leaves of soap is not only new but also unobvious.

But we want the card to be as thin as possible. And that is why we do not stack the leaves of soap on top of each other, as would be the normal way of storing plural leaves of soap. Instead, we arrange them to be at least partially non-

overlapping, as shown in our drawing, so that the increase in thickness of the card is kept to a minimum.

There is also unobvious novelty in the arrangement of the edges of the present invention. Notice that the width of the flap 4 in our drawing is shown to be less than the distance between the fold line for the flap 4 and the nearest edge of the flap 6. This means that when the card is folded, opposite edges do not overlap. This in turn means that, when the card is folded, there will be no more than three superposed thicknesses of the material of the card; and this feature of novelty is set forth in new claim 5.

In the same connection, notice that, when folded toward each other, the adjacent edges of the flaps 5, 7 and/or 4, 6 are spaced apart from each other. This further ensures the provision of a card of minimum thickness, which is important in the case of a business card to be carried in the wallet, but of course of no consequence in an environment such as that of GARCIA. This is the subject matter of new claims 6 and 7.

As the claims now in the case bring out the novel and distinctive characteristics of the present invention with ample particularity, it is believed that they are all patentable, and reconsideration and allowance are respectfully requested.

The Commissioner is hereby authorized in this, concurrent, and future replies, to charge payment or credit any overpayment to Deposit Account No. 25-0120 for any additional fees required under 37 C.F.R. § 1.16 or under 37 C.F.R. § 1.17.

Respectfully submitted,

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